2018
PITTSBURGH VINTAGE GRAND PRIX
SPONSORSHIP OPPORTUNITIES

PITTSBURGH VINTAGE GRAND PRIX
PRESENTED BY
GREATER PITTSBURGH AUTOMOBILE DEALERS FOUNDATION

A RACE WHERE EVERYBODY WINS!

The Pittsburgh Vintage Grand Prix is our country's largest vintage racing event and the only one held on city streets. Racers compete over a challenging 2.3-mile street circuit lined with hay bales, stone walls, phone poles and curbs. The racers participate for the sheer joy of vintage racing with no prize money, but they are all winners to us.

In 2018, we present a 10-day festival of vintage racing, car shows and motorsport activities. 200,000 spectators attend Schenley Park weekend and a quarter million witness the entire race week. Please sponsor or participate in our event and be a winner too!

More than 1,000 volunteers give their time to organize and stage this incredible 10-day event. These dedicated volunteers work year-round to constantly improve the event and increase the donation to charity.

Since 1983 the Pittsburgh Vintage Grand Prix has donated over $5 million to its charity partners to benefit individuals in western Pennsylvania with autism and intellectual and developmental disabilities.

2018 RACE WEEK SCHEDULE

Our Race Week events raise awareness and build excitement for the featured car shows and vintage races through the streets of Schenley Park. Two race weekends bookend a full week of motorsport events – each event has its own unique atmosphere – all to raise funds for charity.

PVGP Historics at Pitt-Race **July 6-8, 8:00 am – 5:00 pm**

A 3-day weekend of historic racing and motorsport activities at the Pitt-Race Complex in Beaver County. Drivers compete in morning qualifying heats to determine their starting positions for the afternoon feature races. Admission is $20 per day. Charity Rides and Karting are also part of the activities.

Black Tie & Tailpipes Gala **Friday, July 6, 7:00 – 11:00 pm**

The Pittsburgh Vintage Grand Prix throws a giant gala to kick off our 10-day event. Our black tie party has become one of the hottest tickets in Pittsburgh during the summer. We are holding the event at Fox Chapel Golf Club where cars will be displayed on the immaculate front lawn and around the country club. Tickets are $275 each.

Shadyside Invitational Car Show **Monday July 9, 5:00 pm – 9:00 pm**

This exclusive car show is nestled on Shadyside's Walnut Street where several thousand shoppers view 135 rare, classic and exotic vehicles. Cars are invited to participate by invitation only and include show cars rarely seen at other car events. This is a prelude of the upcoming weekend's International Car Show.

Waterfront Car Cruise **Tuesday July 10, 4:00 pm – 9:00 pm**

Enthusiasm for the weekend's street races starts to build at the Waterfront in Historic Homestead, just 5 miles from Schenley Park. This event usually has 750 cars of all types including custom cars, street rods, imports, tuners, race cars and motorcycles. $5.00 donations are requested to help raise money for our charities.

Downtown Pittsburgh Parade and Car Display **Wednesday July 11, 10:30 am – 2:00 pm**

With Race Weekend fast approaching the Grand Prix puts on a city-wide car show in downtown Pittsburgh. Starting at 10:30 AM with a parade of 100 race and show cars departing the North Shore and winding through the city. Afterward the cars are parked at four distinct car displays at the U.S. Steel Building, Point State Park, PPG Place and Market Square.

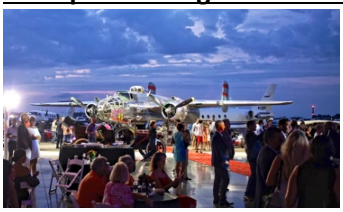
Grand Prix Tune-Up Party **Wednesday July 11, 6:00 pm – 9:00 pm**

In addition to raising funds for our charities, this event is great fun! Atria's at PNC Park hosts our car show on Federal Street and the Roberto Clemente Bridge. An auction and raffle showcase unique automotive and sports memorabilia.

Countryside Tour **Thursday July 12, 10:00 am – 3:00 pm**

This is a spirited tour through the country sides of Pittsburgh. This is not a competitive event and is limited to cars made in 1983 or earlier. Lunch is included and is served at the British-styled Coventry Inn in Indiana PA.

"Passport to Elegance" Jet Center Party **Thursday July 12, 6:00 pm – 10:00 pm**



The inaugural event was such a success we are bringing it back. This is an exclusive party hosted by the Voyager Jet Center at the Allegheny County Airport. Vintage airplanes and cars will be on display. The 18,000 square foot hangar is transformed into a summer soiree. There will be strolling food stations and entertainment to be announced. Tickets are $375 each and include open bar.

Forbes Avenue of Speed Parade **Friday July 13, 6:30 pm – 9:00 pm**

A line-up of 100 race cars depart the paddock in Schenley Park and parade through Squirrel Hill and park on Forbes Avenue for a Car Show. The racers and their crew visit Orr's Jewelers for a private reception and then race back to the paddock.

International Car Show at Schenley Park **Weekend July 14/15, 10:00 am – 4:00 pm**

3,000 show cars cover the Golf Course at Schenley Park. This is one of the region's largest car shows. British Car Day is on Saturday, with all other shows displayed all weekend. Participants are displayed with specific manufacturer shows. BMW will be honored as our Marque and is bringing their national Oktoberfest celebration with them.

Vintage Race Practice & Qualifying Heats **Saturday July 14, 9:00 am – 5:00 pm**

Our vintage race cars will be inspected and practice in the morning through the streets of Schenley Park and try to qualify for Sunday's featured races in the afternoon. Vintage racing is an amateur sport where the entrants pay an entry fee to compete. Racers are divided into race groups according to engine size and year. Sports cars up through the early 1970's are eligible.

Vintage Race Day at Schenley Park **Sunday July 15, 9:00 am – 5:00 pm**

Race Day begins with a roar as our country's only vintage race contested on city streets starts at noon. Many drivers consider it the most challenging course they race worldwide. Racers will be on the track at Schenley Park most of the morning, making final adjustments and tune-ups in preparation for the featured races that afternoon.

2018 PROMOTIONAL ACTIVITIES

Outdoor Advertising

Sponsors at or above Gold Plus level ($20,000) appear in our outdoor advertising campaign. The Vintage Grand Prix received 42 full size billboards (30 sheets each) one month prior to the event. Must commit by May 1 to make deadline.

Target Population (18+ Adults) 1,873,759

Total Impressions in Target Audience	1,545,406
Total Campaign Reach	48.49%
Total Campaign Frequency	6.8x
Total Retail Value of 42 Billboards	$59,050

LAMAR

Website

The PVGP.ORG website is an excellent source of information. In 2017 the site had 150,200 sessions with an average of 2.5 pages per visit for a total of 356,000 page views with an average time spent of 2:27.

The site has excellent ranking on search engines and has a very loyal audience. It contains extensive content on our organization and events along with thousands of images. Entry forms and online payment options are available. Sponsor pages contain links to their selected websites and custom pages are created for sponsors that are interested.

Banners

Sponsors can display their own banners at both the Schenley Park and PIRC race weekends - in full view of 200,000 race fans. Sponsors must produce and supply their own banners and are responsible for hanging and removing them after the event.

Race Programs

Our full color program is packed with information and well written articles about the Grand Prix. 7,500 full-color Souvenir Race Programs are sold and distributed at all of our Race Week events. Sponsors can purchase ads individually or receive them as part of a sponsorship package. Program features a detailed listing of all drivers and race groups and includes coverage of all Race Week events and a spectator map of Schenley Park.

Full Page: 7 3/8" W x 9 1/2" H - $1,750
Half Page: 7 3/8" W x 4 3/4" H - $1,000
Quarter Page: 3 1/2" W x 4 3/4" H - $600

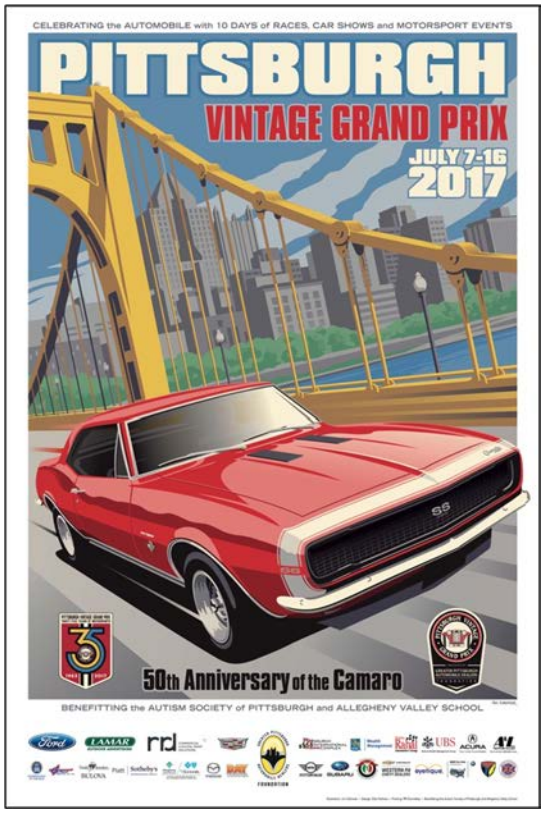
Car Show Brochures

25,000 Brochures are created in January and passed out at the Pittsburgh Auto Show and at auto events and shows throughout the spring and summer. Brochures are also available for sponsors to distribute. Sponsors at the Silver level and above who commit by February 1 will have their color logo included on the back cover of the brochures.

Volunteer T-Shirts

Sponsors at Silver level and above will have their logo included on the back of the official PVGP volunteer T-Shirts that are worn by over 1,400 volunteers and supporters during the 10-day Race Week. Most volunteers continue to wear them for years afterward.

Posters



Race Posters (left) are sold at all Race Week events and online. Fans and auto enthusiasts have been collecting them since 1983. Many early posters are quite valuable. Posters are displayed throughout the city to promote the event and provide additional acknowledgement for our sponsors. Sponsors at the Gold level and above by May 1 will have their logo placed on the bottom of all 3,000 posters.

Promotional Posters (right) 3,000 of these 11" x 17" two-sided posters are distributed to promote the event. Logos of Gold sponsors and above and event related sponsors are included.

Social Media

PVGP to promote your sponsorship during the year through our social media channels. The PVGP has 7,500 Facebook likes and 3,200 Twitter followers. Our 40 Pinterest boards have over 2,300 pins and 1,000 followers. Our incredible photography can be seen on our Flickr page with 5,000 images. Our YouTube Channel has hundreds of exciting race videos with thousands of views. Participation in our social media is growing each month and peaks in June and July.

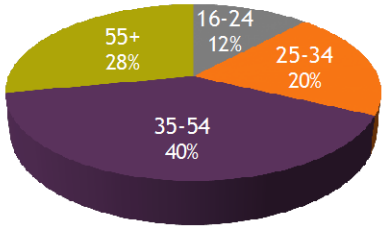
Facebook: Pittsburgh Vintage Grand Prix
YouTube: OfficialPVGP
Twitter: @PghVintageGP
LinkedIn: Pittsburgh Vintage Grand Prix
Foursquare: PghVintageGP
Flikr: Pittsburgh Vintage Grand Prix (PVGP)

Pittsburgh Vintage Grand Prix at Schenley Park
Visitor Demographics

Attendance Estimation	
Weekend Race/Car Shows at Schenley Park	196,377
Kick-off Rallye, Gala, and other various Race Week Events/Car Shows	50,500
Entire 10-day Race Week	**246,877**

Age/Gender

- The audience was 62% **male** and 38% **female**
- Ages ranged from **16-65+**



Annual Household Income

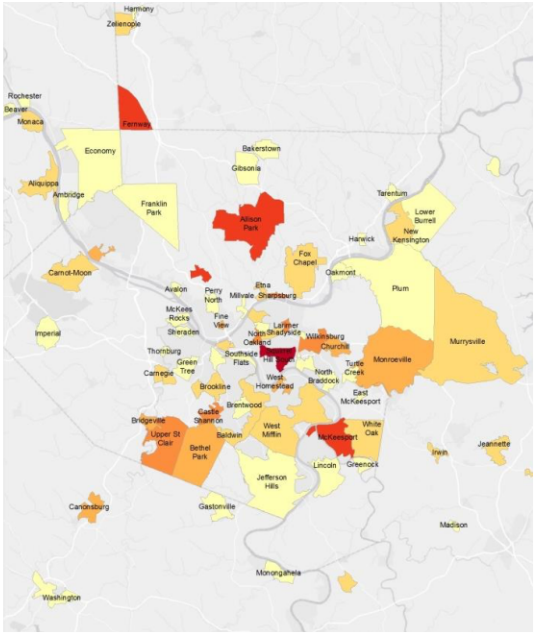
- 31% earn **less than $75,000**
- 14% earn between **$50,000 - $75,000**
- 14% earn between **$75,000 - $100,000**
- 34% earn **more than $100,000**

Visitor History

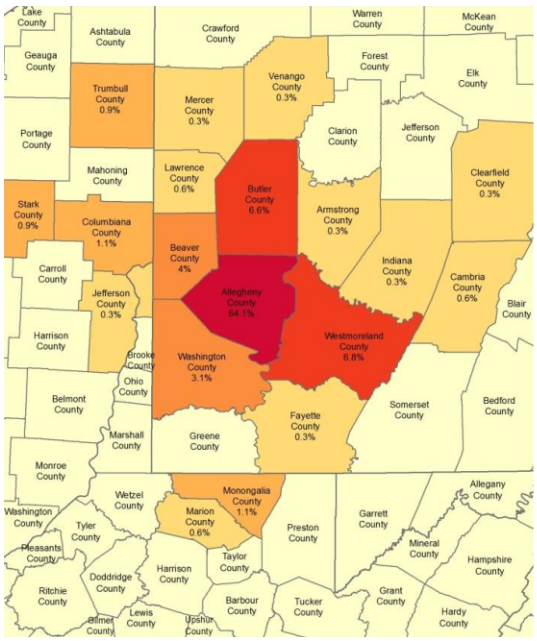
- 23% were **first time** visitors
- 38% had visited **2-5 times**
- 17% have visited **6-10 times**
- 22% have visited **more than 10 times**

Geography—86% of attendees were from Pennsylvania

- 40% were from the **City of Pittsburgh**



- 43% were from the **Southwestern PA region** *(beyond Pittsburgh metro area)*



campos RESEARCH STRATEGY

Source: Study by Campos Research – July 2015

2018 SCHENLEY PARK SPONSORSHIP PACKAGES

There is no other event like this in Pittsburgh, or the country – Imagine a beautiful park setting complete with rolling hills, shady trees and 2,000 show cars lining the fairways of Schenley Park watching rare vintage cars race through the streets to the delight of 200,000 fans only 100 feet away!

The Pittsburgh Vintage Grand Prix offers an extensive selection of sponsorship opportunities for you to become part of our celebrated event. Race Weekend at Schenley Park is the perfect venue to entertain your customers; throw a party for your employees; raise awareness of your organization; showcase your product; or simply watch the races with friends and family. The best part is that proceeds benefit charity.

Most of our sponsorship packages have a provision for you to put up a tent or display on the grounds at Schenley Park. Each package has different allowances for the square footage of your area. If you select a package and need help with arrangements the PVGP has partners to provide turnkey services for tents, catering, linens and whatever else you may need. We also welcome the opportunity to create a custom package to suit your individual needs.

Bronze This entry level package provides sponsors an economical way to place a small tent on the showfield. Race Program advertising and banner placement are available. As an option, you can select passes to the VIP Pavilion in place of your own tent; this is an exclusive tent located inside turn 15 of the racetrack. Food and drink are complimentary.

Silver These packages are ideal for sponsors who want to economically entertain on the golf course. This permits a 20’ x 30’ tent and is one of our most popular packages with small and medium sized companies. Passes for the VIP Pavilion are also available if you do not wish to host your own tent.

Gold Sponsors can erect a 30’ x 40’ tent at Schenley Park or bring their own show properties. This is also a popular package for auto dealers and manufacturers wishing to display up to 8 vehicles. This package also includes the sponsor’s logos on both our show poster and 2-sided promotional poster.

Platinum This package is an upgrade from the Gold level for sponsors that wish to entertain at Schenley Park in a big way. Allowance for tent space is increased to 1,600 square feet for a party sized 40’ x 40’ tent. Sponsor’s logo is also included on the 42 local billboards – one of our most coveted amenities.

Premier This is a package for sponsors that wish to take full advantage of the hospitality opportunities at Schenley Park plus the promotional exposure with our billboard advertising partners. Square footage allowance increases to 2,400 and also allows for multiple locations of display materials or tents.

2018 SCHENLEY PARK SPONSORSHIP LEVELS

Package	Bronze		Bronze Plus		Silver		Silver Plus	
Cost	$3,500		$5,000		$7,500		$10,000	
	Amenity	Value	Amenity	Value	Amenity	Value	Amenity	Value
Advertising								
Race Week Program Ad	¼ Page	$600	¼ Page	$600	½ Page	$1,000	½ Page	$1,000
Web Listing	yes	$1,000	yes	$1,000	yes	$1,500	yes	$1,500
Logo on PVGP Poster								
Logo on Volunteer T-Shirts			yes	$1,000	yes	$1,000	yes	$1,000
Logo on Lamar Billboards								
Schenley Park Amenities								
Max Tent (Sq. Ft.)	NA	$2,250	400	$4,000	600	$6,000	900	$9,000
Or Single-Day VIP Passes*	12	$3,000	16	$4,000	25	$6,250	35	$8,750
Banner Placement	2	$500	3	$750	4	$1,000	5	$1,250
PA Announcements	2	$100	3	$150	4	$200	5	$250
Single-Day Parking Passes	6	$120	6	$120	8	$160	8	$160
Pitt Race Amenities								
Single Day Historics Passes	2	$40	4	$80	6	$120	8	$160
Banner Placement					3	$300	3	$300
PA Announcements					4	$200	5	$250
Premiums								
Official PVGP Posters	2	$20	3	$30	4	$40	5	$50
Race Programs	2	$10	3	$15	4	$20	5	$25
Lapel Pins	2	$10	3	$15	4	$20	5	$25
Est. Value to Sponsor		$5,410		$7,760		$11,810		$14,720
Your Cost		$3,500		$5,000		$7,500		$10,000

* Estimated values for VIP Tent passes ($250 each) are used in total estimated value calculation.

2018 SCHENLEY PARK SPONSORSHIP LEVELS

Package	Gold		Gold Plus		Platinum		Premier	
Cost	$15,000		$20,000		$27,500		$40,000	
	Amenity	Est. Value	Amenity	Est. Value	Amenity	Est. Value	Amenity	Est. Value
Advertising								
Race Week Program Ad	1 Page	$1,750	1 Page	$1,750	1 Page	$1,750	1 Page	$1,750
Web Listing	yes	$1,500	yes	$1,500	yes	$1,500	yes	$1,500
Logo on PVGP Posters	yes	$5,000	yes	$5,000	yes	$5,000	yes	$5,000
Logo on 2-sided Poster	yes	$750	yes	$750	yes	$750	yes	$750
Logo on Volunteer T-Shirts	yes	$1,000	yes	$1,000	yes	$1,000	yes	$1,000
Logo on Lamar Billboards			yes	$6,250	yes	$6,250	yes	$6,250
Schenley Park Amenities								
Max. Tent (Square Ft.)	1,200	$12,000	1,500	$15,000	1,600	$16,000	2,400	$24,000
Or Single-Day VIP Passes*	50	$12,500	65	$16,250	90	$22,500	120	$30,000
Banner Placement	5	$1,250	5	$1,250	6	$1,500	8	$2,000
PA Announcements	5	$250	5	$250	6	$300	8	$400
Single Day Parking Passes	10	$200	10	$200	15	$300	25	$500
Pitt Race Amenities								
Single Day Historics Passes	8	$160	10	$200	12	$240	16	$320
Banner Placement	5	$500	5	$500	6	$600	8	$800
PA Announcements	5	$250	5	$250	6	$300	8	$400
Premiums								
Official PVGP Posters	8	$80	8	$80	10	$100	20	$200
Race Programs	8	$40	8	$40	10	$50	20	$100
Lapel Pins	8	$40	8	$40	10	$50	15	$75
Dancing with Cars Tickets			2	$300	4	$600	8	$1,200
Total Est. Value to Sponsor		$25,270		$34,360		$42,790		$52,345
Your Cost		$15,000		$ 20,000		$ 27,500		$ 40,000

* Estimated values for VIP Tent passes ($250 each) are used in total estimated value calculation.

INDIVIDUAL SPONSORSHIP OPPORTUNITIES

Winner's Circle Sponsor Reserved by Hofbräuhaus **$10,000**
Your name would headline the Winner's Circles at PIRC and Schenley Park when we recognize the top finishers in each race group on Sunday. This is a special place at the start/finish line where racers pull-in with their cars and are interviewed over the PA system. Includes 15' wide customer banner displayed as backdrop at ceremonies, huge web presence for all race results and display areas at both race weekends.

Vintage Ride Experience Sponsor **$5,000**
During Saturday's lunch break at Schenley Park on Saturday our race drivers are graciously offering rides on the track in their vintage racecars. Your company is included as part of the name of this event which will be staged from below the VIP Tent on the golf course.

PVGP Black Tie Gala Sponsor **$1000 - $7,500**
A unique Grand Prix party where auto enthusiasts, sponsors, racecar drivers, media and celebrities gather to toast Race Week. This black tie gala will be held at the Fox Chapel Golf Club on Friday July 6. Sponsorship packages range from $1,000 to $7,500 and include tickets, recognition during the gala along with VIP passes and amenities at Schenley Park.

Driver's Reception Sponsor **Starting at $500**
Join drivers and their crews for a dinner gathering at Orr's Jewelers in Squirrel Hill on Friday July 13. The racers drive their cars on the streets and park outside on Forbes Avenue. This includes a web presence and an opportunity to promote your business at the reception. You will also receive tickets to the VIP Pavilion at Schenley Park that weekend and a quarter page ad in the program.

International Car Show Sponsor **$10,000**
Your name will appear on all advertising and banners for the Car Show on the Schenley Park Golf course on Saturday, July 14 and Sunday July 15. This sponsorship opportunity includes a 20' x 20' tent for your use at the entrance to the Car Show on the clubhouse side of the golf course. You can also get involved in judging and awards for best of show.

Walnut Street Invitational Car Show Sponsor **$15,000**
This public event on Walnut Street in Shadyside on Monday, July 9 is an opportunity for spectators to see a diverse collection of historic sports and racing cars. This opportunity includes your name in the title and on advertising, 20 passes to the party during and after the show at Mario's East End Saloon You are also entitled to display 2 vehicles on Walnut Street and receive VIP tickets at Schenley Park.

Car Cruise at the Waterfront Sponsor Reserved by Guardian **$3,000**

This event is held at the Waterfront in Homestead on Tuesday night, July 10. This is an opportunity for all car enthusiasts to bring their classic, antique and exotic cars for a show, reminiscent of the 1950's car cruises. Over 750 cars and 3,000 spectators are expected.

Downtown Car Display Sponsor Reserved by Piatt Sotheby's **$10,000**

This public event is held at several downtown Pittsburgh locations on Wednesday, July 11 and is an opportunity for car enthusiasts to parade their cars from the Station Square through town for a show. Includes 4 tickets to the VIP Pavilion each day of Race Weekend. Your company name will appear on Downtown Car Show advertising and 3 banners can be displayed at each site. Includes space for 3 vehicles in the parade and show.

Patron Parking Sponsor **$10,000**

A wonderful way to reach 250 Patrons on Sunday, July 15 in Schenley Park. Your name will be included on all Patron Parking advertising and promotional items. This is a Sunday only event and includes a 20' x 20' tent at the entrance to Patron Parking and 4 Patron Parking spaces and participation in the Patron Parade for 6 vehicles. Your logo will also be included on the gift.

Kick-Off Rallye Sponsor **$5,000**

Car enthusiasts match their driving skills against the competition on Sunday July 1. You are invited to navigate this "mystery course" through the streets of western PA. Your company name would be included in title and you would receive 2 free entries and reservations for up to 10 people at the dinner afterward.

Kid's Tent Sponsor Reserved by Ford **$5,000**

Sponsor a fun area for children and families to enjoy during the weekend. Activities include crafts, face painting, crafts, entertainment, popcorn and balloons. This sponsorship includes signage welcoming families to the tent on the golf course.

Grand Prix Tune-Up Sponsor **$15,000**

Sponsor a great happy hour event at Atria's at PNC Park on Wednesday, July 11 following our downtown car show. From 6:30 pm – 9 pm race cars roar through the city streets and park on Federal Street and the Roberto Clemente Bridge for a spectacular car show and party. Includes 100 complimentary tickets ($40 each) to the event plus signage and a banner on the bridge. Also includes VIP passes to our Race Weekend at Schenley Park. Lower level sponsorships are also available.

VIP Lounge at Pitt Race **$5,000**

The 2nd floor of the Conference Center at Pitt Race Complex is available for the July 6-8 races. The track has been expanded to 2.8 miles and will feature 200 historic race cars including muscle cars, formula racers and the Kastner Cup Triumph Race. This is an air-conditioned lounge with a view of the track. Passes into the track and VIP parking are included.

"Passport to Elegance" Jet Center Party Title reserved by UBS **$5,000 - $15,000**

The Voyager Jet Center Party on Thursday, July 12, is right in the middle of Race Week and only two days before our vintage races in Schenley Park. Voyager Jet Center's 18,000 square foot hangar at the Allegheny County Airport is transformed into a summer soiree with strolling food stations and live music. Sponsorship includes tickets and signage. Certain packages also include a display area within the hangar to set-up a table or display a vehicle outside. Amenities at the Schenley Park Vintage Races are also available as part of sponsorship packages and feature tickets to the fully catered private trackside Lamar VIP Pavilion. Web links and ads are also contained in the packages.

VIP PAVILION

Most sponsor packages include tickets to the Lamar VIP Pavilion as an option to erecting and catering your own tent. Lamar Hosts this special VIP Pavilion near turn 15 along the racecourse in Schenley Park on July 14 and 15. Food, refreshments, beer, wine are provided with linen covered tables and cushioned chairs in the comfort of a 3,200 square foot tent. Trackside tables are provided for the serious race fans who want to get close to the action. Tickets are only available to sponsors and cannot be purchased separately. Sponsors can purchase additional daily tickets for $250 each.

Relax in comfort under the spacious tent and mingle with VIPs, media and other sponsors. Patrons are given a wristband that allows them to re-enter at any time during that day. Participating sponsors are permitted to hang their banners along the privacy fence and are welcome to entertain their employees or customers within the tent all weekend.

MINI TRACK RIDES

Three new MINIs are decaled and displayed at Race Week venues. They also participate in events and take hot laps on the race tracks. Sponsors get their logos placed on the cars for the entire two weeks of Grand Prix events.

This provides great exposure as well as a unique experience to put your guests on the race track in front of thousands of spectators. Cars appear throughout Race Week at Pitt Race – July 7-8, Walnut Street Car Show – July 9, Waterfront Car Cruise – July 10, Downtown Parade and Car Show Display- July 11, the Tune-Up– July 11 and on track at Schenley Park- July 14-15. Includes tickets for track rides between races at Schenley Park weekend. Cars will take laps of track during the weekend and be parked trackside at a fully catered tent for sponsors and passengers.

PVGP HISTORICS AT PIRC –SPONSORSHIP PACKAGES

The PVGP presents the 15th year of Historic Races at Pittsburgh International Race Complex (also known as Pitt-Race) on July 6-8. This opening weekend features exciting racing with American muscle cars and the faster European cars from the 60's and 70's.

The venue offers a completely different racing experience at a dedicated track than the park setting of Schenley on the following weekend. The 2.8-mile Circuit will challenge racers and excite the fans. This 400 acre Motorsports Complex is located 40 minutes' northwest of Pittsburgh near Beaver Falls. It features a 36 -foot wide circuit carved out of the scenic western Pennsylvania terrain creating an unmatched experience for spectators and racers. The 6-acre Vehicle Dynamics Area is ideal for autocross and new vehicle test drives. The PVGP Historic Races allow sponsors the opportunity to put customers behind the wheel for a unique driving experience during our race weekend.

Package	Straightaway	Serpentine	Paddock	Winner Circle
Cost	**$2,000**	**$3,000**	**$5,000**	**$10,000**
PVGP Race Program Ad	Business Card	1/4 Page	1/2 Page	1 Page
PVGP Web Listing		yes	yes	yes
Logo on PVGP Posters				yes
Logo on 1,200 Volunteer T-Shirts			yes	yes
Tent (supplied)	20' x 20'	20' x 30'	20' x 40'	40' x 40'
Tables/Chairs	4/16	6/32	8/40	10/80
Banner Placement (3' x 8' max.)	2	4	6	8
PA Announcements	2	4	6	8
Single Day Passes	5	10	25	50
PVGP Posters and Race Programs	2	4	6	10

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